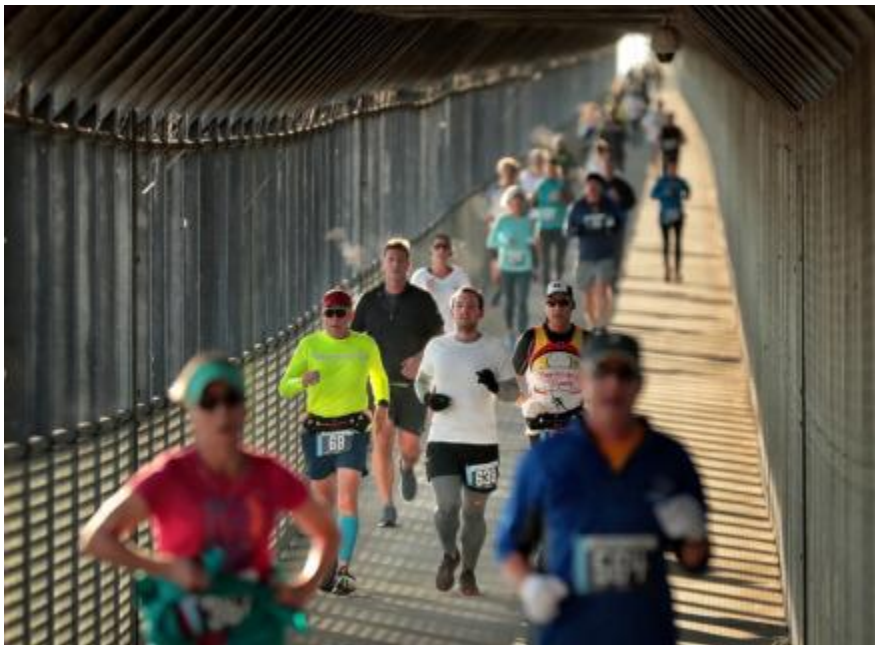


Big River Crossing quarterly data reveals increase in bike engagement

By [Natalie Martin](#) Updated: January 16, 2019 11:36 AM CT

Big River Crossing, the pedestrian and biking path on the Harahan Bridge across the Mississippi River from Memphis to West Memphis, has had another successful quarter with an increase in bike engagement, according to traffic data from the fourth quarter of 2018.

Q4 data revealed an increase of 5,000 more cyclists than in Q3, and 55,113 visitors between October and December 2018, a slight decrease compared to 57,060 visitors the previous quarter.



Big River Crossing saw an increase in bike traffic in Q4 of 2018, with 5,000 more cyclists than in the third quarter, new data shows. (Jim Weber/Daily Memphian file)

The total number of visitors in 2018 was 214,711, according to city officials. Nearly 515,000 have come to the bridge since it opened in October 2016.

“With over 200,000 visits last year, Big River Crossing has definitely become a key Downtown attraction,” Jennifer Oswalt, president and CEO of the Downtown Memphis Commission, said in a release. “And as it enters its third year of operation, the hundreds of thousands of annual visitors represent an immense pool of opportunity for our greater Downtown business community, including restaurants, retail and residential development.”

The increased number of cyclists in the fourth quarter was attributed to newly paved bike and pedestrian paths along the Big River Trail connected to the crossing, according to a release.

Additional visitors in 2018 also came to see the Mighty Lights, a LED installation capable of producing more than a billion intensely saturated colors in a variety of beam angles that presents a light show every hour on the hour after sunset. Mighty Lights also glow nightly on the Hernando DeSoto Bridge on Interstate 40 just north of Big River Crossing.

Explore Bike Share, a Memphis nonprofit that launched a 600-bike, 60-station bike share system last year, also reported its Big River Crossing bike share stations at the Memphis entrance, the Main-to-Main Connector and the Arkansas entrance are the most-used stations in the service.

Big River Crossing is open to the public daily from 6 a.m. to 10 p.m.